DOCUMENT RESUME

ED 053 359 AC 010 530

TITLE	A Guide to Drug Abuse Education and Information Materials.
INSTITUTION	National Inst. of Mental Health, Chevy Chase, Md. National Clearinghouse for Drug Abuse Information.
REPORT NO	PHS-2155
PUB DATE	Mar 71
NOTE	22p.
AVAILABLE FROM	Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 ($.20)
EDRS PRICE	EDRS Price MF-$0.65 HC-$3.29
DESCRIPTORS	*Drug Abuse, Information Dissemination, *Instructional Films, *Instructional Materials, Mental Health, *Publications, Resource Guides, *School Community Programs

ABSTRACT

Drug-abuse-prevention materials developed by and available from the National Institute of Mental Health, National Clearinghouse for Drug Abuse Information are described in this guide. The materials are television and radio spots, print ads, posters, a federal source book, flyers, special audience publications, information for the professional, help for teachers, films for schools and adult groups, a play, a game simulation, and a multimedia package. Answers to public inquiries are accomplished by the clearinghouse through publications distribution, information storage and retrieval, and referral to appropriate agencies. A loan request form and an order form are provided. (DB)

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a guide to drug abuse education and information materials

National Institute of Mental Health

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Washington, D.C. 20402 - Price 20 cents

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a total communications effort

Within all too few years, drug abuse has changed from a problem for a few to the concern of all. Both young people and adults are concerned and alarmed. The galloping dimensions of drug abuse have caused a need among many segments of our population for accurate information about drugs and their effects.

Misinformation and contradictory information presented to both adults and youngsters has led to a widening of the communications gap. Facts must replace misinformation so that the communications gap may be replaced by open dialogue and discussion. By presenting the facts without resorting to scare techniques or exaggeration, in the language of the audience and via appropriate media, it is possible to help combat the problem of drug abuse.

In developing a comprehensive range of information and education materials for drug abuse prevention, the National Institute of Mental Health has emphasized the importance of a factual, objective approach. This is the most effective way to reach young people today. In most cases, young people know more about drugs than do their parents, and are easily "turned off" by exaggeration, inaccuracies and myths - which abound in much that is spoken and written about drugs.

This guide describes materials which have been produced by the National Institute of Mental Health, as well as suggestions for communicating about drugs using print, visual and mass media. It is an introduction to ways in which you can put available materials to work in your schools and communities to stimulate discussion and dialogue so necessary to effective action.

Order forms for requesting the materials described are located at the end of this catalog, along with a description of procedures which have been established to facilitate efficient distribution. Individuals or organizations requesting material should use the order form on the last page. In the case of posters and films, separate order forms and addresses are given. You will receive the most prompt service by following the instructions on these forms.

mass media communications campaign

phase 1

Early in 1969, the National Institute of Mental Health launched a nationwide mass media public service campaign aimed at increasing the general awareness and understanding of the nation's drug abuse problem. To reach broad audiences and encourage them to get the facts about dangerous drugs, NIMH enlisted the cooperation of the advertising community and the broadcast and print media. The campaign reaches out to several target audiences - adults and parents, teenagers, and black, white, and Spanish-speaking inner-city residents.

Complete with radio and television spot announcements, newspaper and magazine print ads, and posters, the campaign provides factual information and encourages widespread local efforts to prevent drug abuse.

You may have already heard on radio or seen on television announcements discouraging the abuse of drugs. NIMH prepared these spots to stimulate further inquiry into the effects of dangerous drugs. Millions of dollars of broadcast time have been donated by the stations as a public service to air the drug abuse prevention announcements.

If you find that your local station does not have these spots, they may be obtained from: TV Spots, NIMH Drug Abuse Film Collection, Distribution Branch, National Audiovisual Center (GSA), Washington, D.C. 20409.

phase 2

In the fall of 1970, the Advertising Council Inc., in cooperation with the White House Committee on Drug Abuse, produced a new series of television and radio spots, print ads, and posters on drug abuse as part of the expanded mass media information campaign. The campaign is targeted at five different groups: pre-teen, teens through college, parents, inner-city, and the military. These materials may be obtained from the Advertising Council Inc., 825 Third Avenue, New York, New York 10022.

use of materials

tv and radio spots

The television and radio spot announcements from these campaigns are valuable tools in reaching a great number of people. Local communities can also get involved. If your station managers are to know that you want anti-drug abuse messages to reach the members of your community, leaders must call or write and encourage program directors and station managers to play these spot announcements as often as possible, and during times when the appropriate audiences will be listening.

Local community groups can also add a message onto the end of the existing spot announcements to advertise that materials or services are available at a specific address.

Many of these spots are excellent for use as discussion stimulants at community meetings, PTA groups, and classrooms. A local teacher, pharmacist, doctor, or other resource person can lead a lively and meaningful discussion using these announcements.

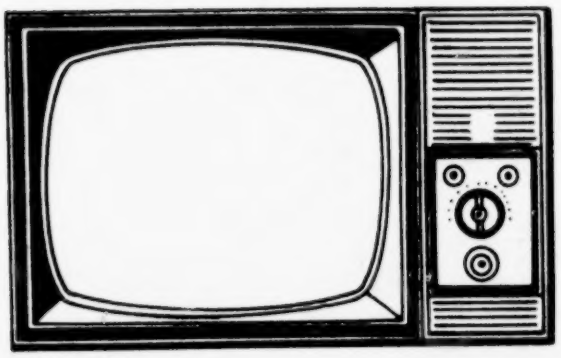
print ads

The newspaper and magazine print ads can also be adapted to the special needs of your community. A note may be added to the copy to the effect that if people are concerned and interested in combatting drug abuse, they can contact a central point in the community where active programs are being developed and factual materials distributed and discussed.

posters

It's up to your community to decide where the posters will be most effective. They are available on request for schools, churches, storefronts, and many other locations. Teenagers may want to put them up in their teen centers or in other gathering places.

We feel that the radio and television spots, the print ads, and posters, which constitute a public service mass media package, are an effective means of stimulating cooperative action among organizations and inspiring programs at the local level.



tv spots

eight tv spots—facts for youth

WHERE ARE WE THEN? — 60 seconds, color. A song about the use of drugs by young people. To change the world you need your head straight. (Recommended to stimulate discussion)

LSD—BAD TRIP — 60 seconds/30 seconds, color. Visualization of an LSD trip by a teenage boy. (Recommended to stimulate discussion)

LSD—WONDER DRUG — 60 seconds, color. Rod Serling talks about the unpredictable effects of LSD.

THE DEFLATING MAN — 60 seconds/30 seconds, color. This spot is about the harmful effects of amphetamines (speed).

CHRIS—SPEED KILLS — 60 seconds, color. A young girl named Chris talks about her experiences with speed. She was lucky, she stopped, but her two close friends didn't and now they're both dead. (Recommended to stimulate discussion)

ACAPULCO GOLD — 30 seconds, color. Today research scientists are studying the effects of marihuana on the brain, nervous system, chromosomes, and various organs of the body. Until all the facts concerning marihuana are in, it's a bad risk to use it.

four public service announcements for the unaware parent and adult

NEIGHBORHOOD JUNKIE — 30 seconds, color. This spot depicts a housewife who takes amphetamines to get going in the morning, barbiturates to put her to sleep - without the supervision of her family doctor. (Recommended to stimulate discussion)

THE YO-YO — 30 seconds, color. Amphetamines and barbiturates are the up and down pills, but if you take them, follow your doctor's advice - very carefully.

"THE FAT DOCTOR" — 30 seconds, color. Men known as "fat doctors" do a multi-million dollar business selling diet pills. These are powerful drugs and taken in excess or in dangerous combinations, they can have severe effects. (Recommended to stimulate discussion)

. . . tv spots continued

MRS. CANE'S PILLBOX — 30 seconds, color. To get ready for the day, Mrs. Cane takes a brown pill, a green to kill her appetite before lunch, two reds to put her to sleep. These are barbiturates and amphetamines which are powerful drugs and should be used only under a doctor's supervision. (Recommended to stimulate discussion)

write-in spots for tv

MOM — 20 seconds, b/w. Even 12-year-olds know all about drugs. Do you? For a free fact sheet write to the National Institute of Mental Health.

STATION BREAK — 10 seconds, color. Why guess about drugs when you can have the facts? Free booklets are available from the National Institute of Mental Health.

STATION BREAK — 10 seconds, color. Many people still don't know the facts about drugs. Write to the National Institute of Mental Health for free booklets.

These television spots are available from NIMH Drug Abuse Film Collection, Distribution Branch, National Audio Visual Center (GSA), Washington, D.C. 20409.

advertising council television spots

TRY IT — 10 seconds. Depiction of peer group pressure to try drugs.

THE HUCKSTER — 60 seconds. Dramatization of a drug pusher trying to peddle drugs to a group of young people.

NARK — 30 seconds. A narcotics detective talks to parents about his job, and suggests that parents get information about drugs and talk with their children.

MONKEY — 10 seconds. People addicted to heroin are said to have a monkey on their back.

NOBODY HOME — 30 seconds. Three pre-teen boys discuss marihuana.

HERO CAMPAIGN — Ten second spots featuring Brooks Robinson, Bob McAllister, and Tom Seaver speaking about the dangers of drug abuse.

RING AROUND THE ROSEY — 30 seconds. The dangers of abusing drugs for young people.

WALK OUT — 60 seconds. Confrontation between parents and their son about drugs found in his room.

STRUNG OUT — 10 seconds. It isn't very smart getting strung out on drugs, but then why do you think they call it dope?

DRAG RACE — 10 seconds. A spot concerning amphetamines. When speed is the winner, you lose.

inner-city pride spots

MACHISMO — 30 seconds. Today Puerto Rican men and women are working in all professions and they walk with machismo and pride. But some of these people are on dope and that makes a man without pride.

BLACK PRIDE — 30 seconds. Black people are proud of their color and their accomplishments. But some are shooting up dope and that makes them losers.

These television spots are available from the Advertising Council Inc., 825 Third Avenue, New York, New York 10022.

radio

The radio campaign is of particular importance. Radio is the common communications denominator in trying to reach young people.

BILL COSBY — 60 seconds. Bill Cosby talks about speed - a group of drugs including ups, meth, pep pills, dex, even bennies - all dangerous drugs. For a free booklet write to the National Institute of Mental Health.

Radio versions of the following television spots are also available:

WHERE ARE WE THEN? — 60 seconds
CHRIS - SPEED KILLS — 60 seconds
THE YO-YO — 60 seconds

A PLATTER OF RADIO SPOTS — This special 33 1/3 LP album is titled "Seven Former Drug Addicts Recount Their Experiences as Addicts in 60 and 30 Second Spots." Side A of the album features complete radio spots. Side B contains the remarks of the addicts, to allow local stations to tailor their own spots around the remarks of the former drug users.

more . . .

the inner-city campaign

Radio spot announcements and transit-outdoor advertising are the key elements in a special campaign targeted at the inner-city. These spots were written, produced, and directed by a black youth who is himself a product of the ghetto.

DOPE IS SLAVERY — 60 seconds. Whether you are black, brown, yellow, or grey, you are human and dope is slavery, dope is death.

COME ON IN MAN — 60 seconds. How can you get your people together when you're a slave who reinforces his own slavery? You're a slave because you use dope.

These like other radio and television spots, are available to radio stations from: NIMH Drug Abuse Film Collection, Distribution Branch, National Audiovisual Center (GSA), Washington, D.C. 20409.

advertising council radio spots

WHERE ARE YOU THEN? — 60 seconds. A song about the use of drugs by young people.

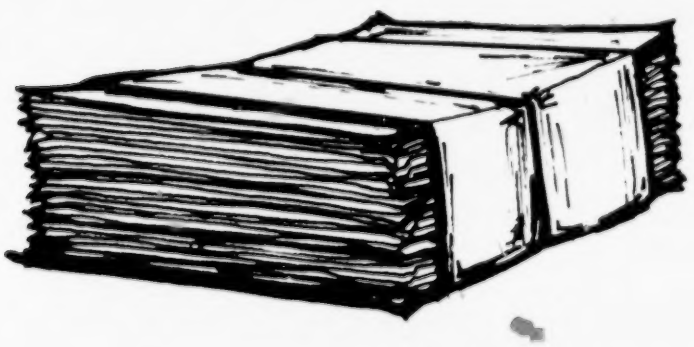
WALK OUT — 30 seconds. A confrontation between parents and their son who has been using drugs. An information booklet on drug abuse is offered.

HASH — 30 seconds. Questions about hash and other dangerous drugs are answered in an information booklet available to the public.

SCHOOL AGE — 30 seconds. A drug abuse information booklet is offered to parents.

GLOSSARY — 30 seconds. Popular drug terms are part of the information in a booklet on drug abuse.

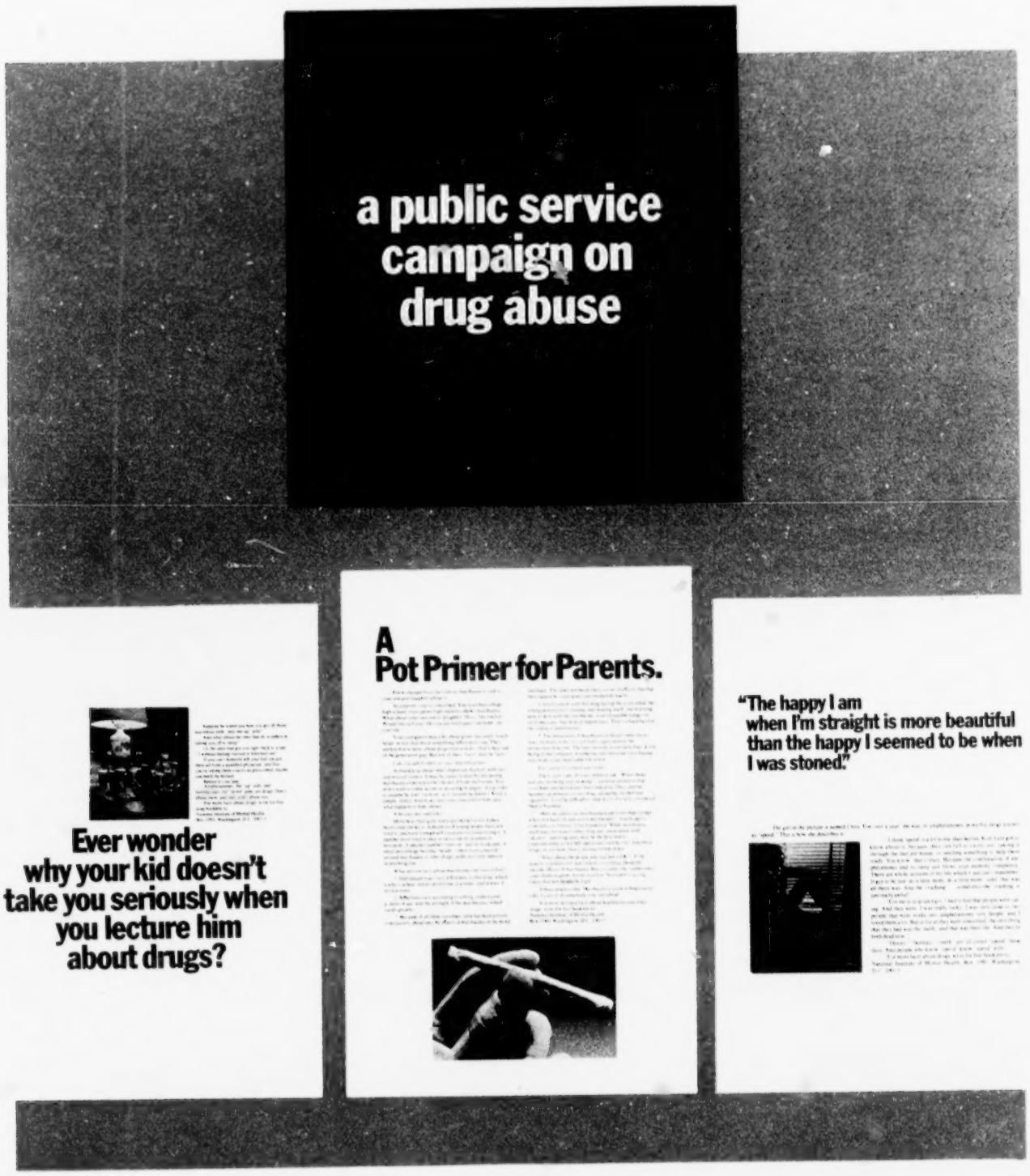
These radio spots are available from the Advertising Council Inc., 825 Third Avenue, New York, New York 10022.



print media campaign features print ads and posters

Newspapers and magazines are another invaluable source for disseminating drug abuse information. The NIMH has prepared print media advertisements - aimed at adults who misuse drugs, parents who don't really understand the drug scene, teenagers who may be misinformed, college students who question marihuana laws, and inner-city residents threatened by the dangers of hard-core drug abuse.

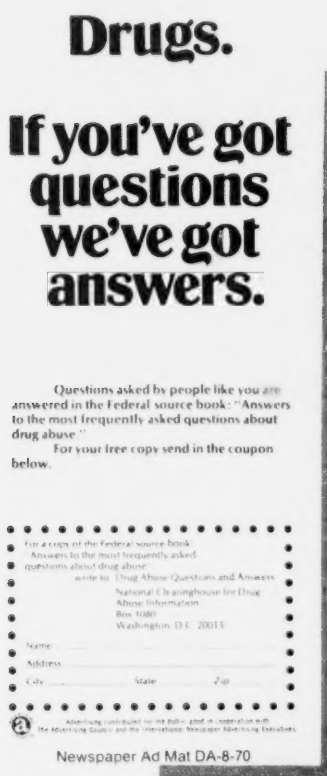
A PUBLIC SERVICE CAMPAIGN ON DRUG ABUSE is a composite of the newspaper, magazine, and journal display ads prepared as part of the National public service campaign. Nine print ads for specific target audiences are available in repro proof form (collotype). Many of these are also available in poster version size (10-1/2 x 16). A special order blank with samples of each ad is available to all print media outlets including industrial house organs and organization newsletters, and also the general public. Write to PRINT ADS, National Clearinghouse for Drug Abuse Information, 5454 Wisconsin Avenue, Chevy Chase, Maryland 20015.


a public service campaign on drug abuse
Ever wonder why your kid doesn't take you seriously when you lecture him about drugs?
A Pot Primer for Parents.
"The happy I am when I'm straight is more beautiful than the happy I seemed to be when I was stoned."

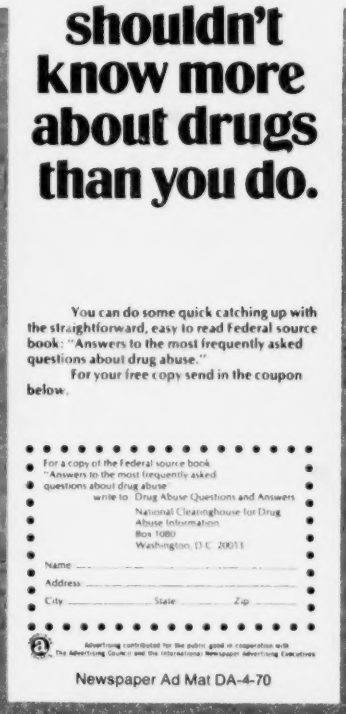
more . . .

advertising council print ads

These ads are specifically designed to stimulate people to request a copy of A Federal Source Book: Answers to the Most Frequently Asked Questions About Drug Abuse. They are available from the Advertising Council Inc., 825 Third Avenue, New York, New York 10022.


Drugs.
If you've got questions we've got answers.
Questions asked by people like you are answered in the Federal source book: "Answers to the most frequently asked questions about drug abuse."
For your free copy send in the coupon below.
For a copy of the Federal source book "Answers to the most frequently asked questions about drug abuse" write to: Drug Abuse Questions and Answers
National Clearinghouse for Drug Abuse Information
Box 1080
Washington, D.C. 20013
Name
Address
City State Zip
Advertising contributed for the public good in cooperation with The Advertising Council and the International Newspaper Advertising Executives

Newspaper Ad Mat DA-8-70


Your kid shouldn't know more about drugs than you do.
You can do some quick catching up with the straightforward, easy to read Federal source book: "Answers to the most frequently asked questions about drug abuse."
For your free copy send in the coupon below.
For a copy of the Federal source book "Answers to the most frequently asked questions about drug abuse" write to: Drug Abuse Questions and Answers
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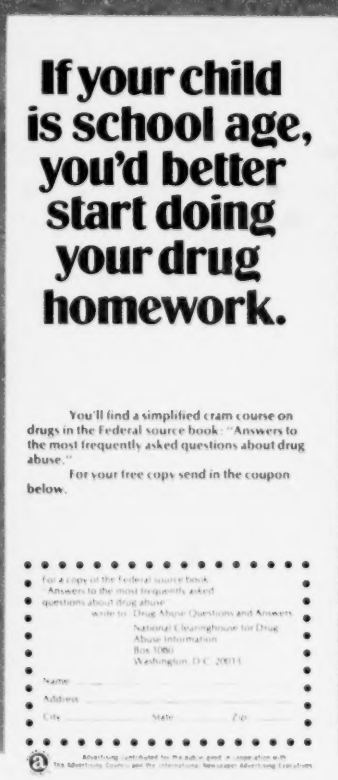
Newspaper Ad Mat DA-4-70


If your child is school age, you'd better start doing your drug homework.
You'll find a simplified cram course on drugs in the Federal source book: "Answers to the most frequently asked questions about drug abuse."
For your free copy send in the coupon below.
For a copy of the Federal source book "Answers to the most frequently asked questions about drug abuse" write to: Drug Abuse Questions and Answers
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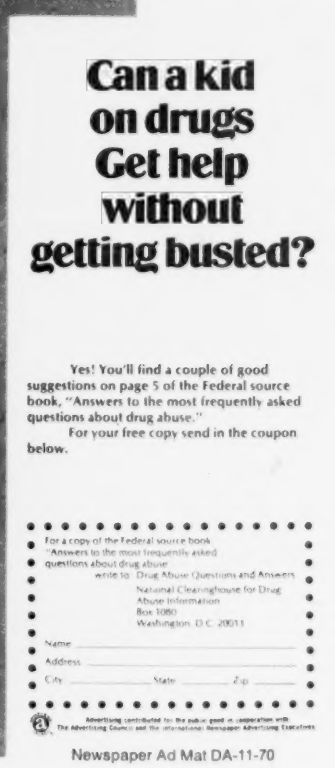
Newspaper Ad Mat DA-9-70


Can a kid on drugs Get help without getting busted?
Yes! You'll find a couple of good suggestions on page 5 of the Federal source book, "Answers to the most frequently asked questions about drug abuse."
For your free copy send in the coupon below.
For a copy of the Federal source book "Answers to the most frequently asked questions about drug abuse" write to: Drug Abuse Questions and Answers
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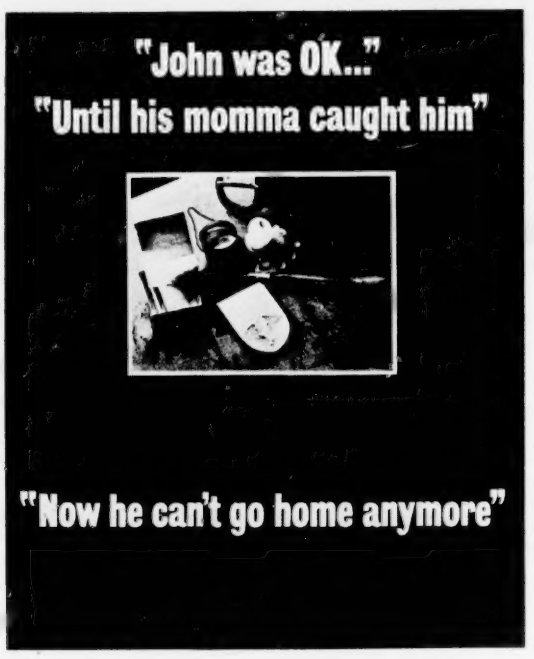
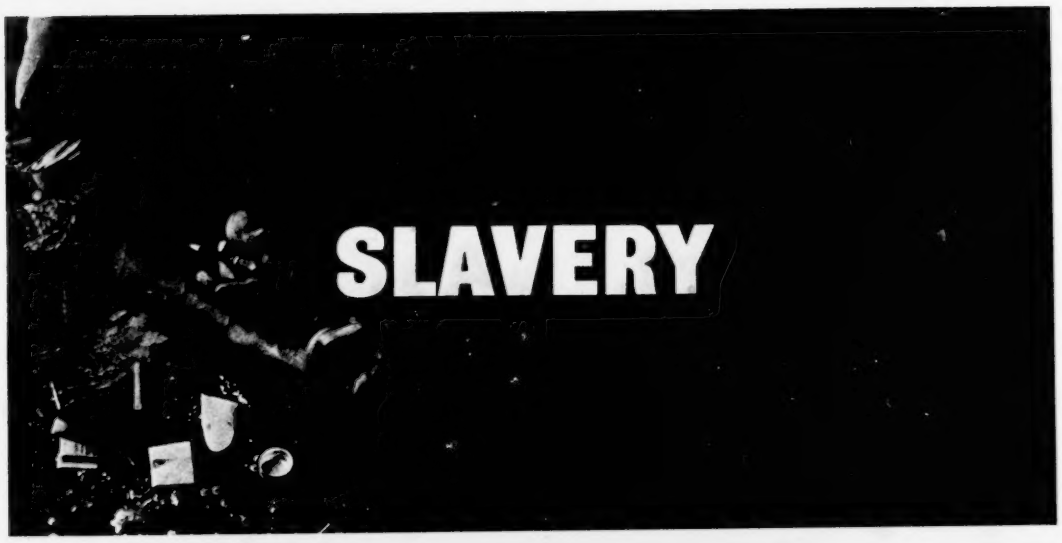
Newspaper Ad Mat DA-11-70

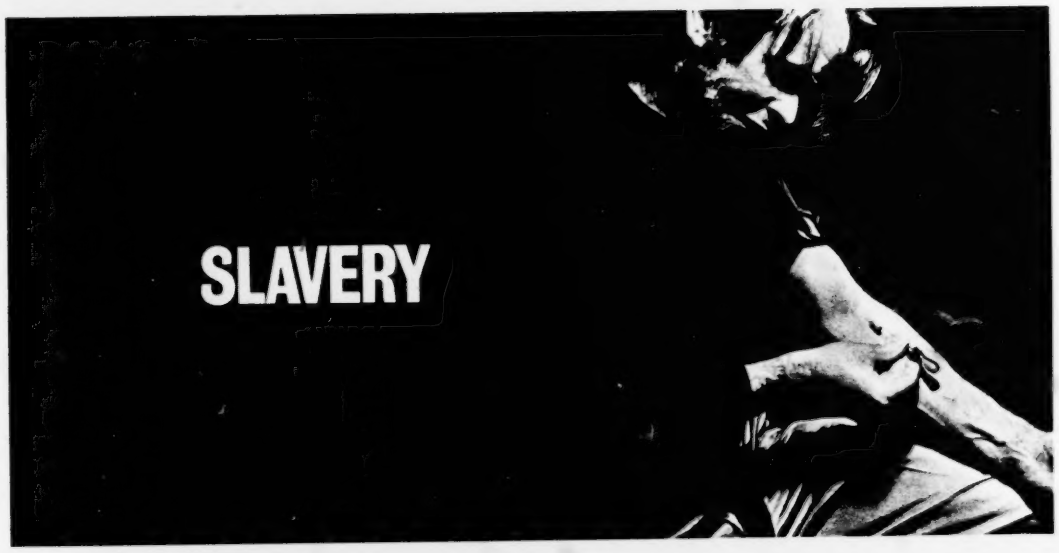
drug abuse posters

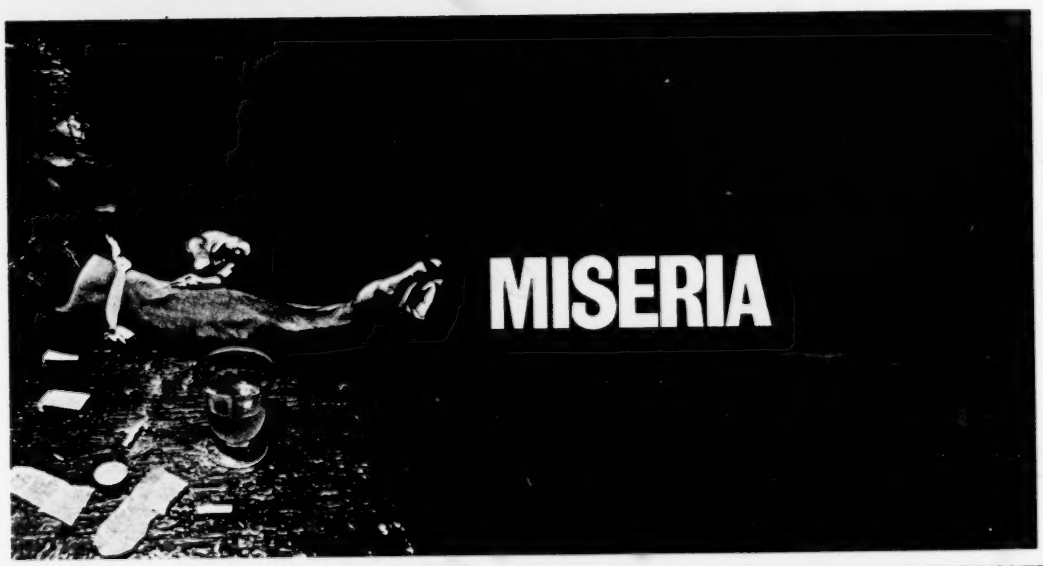
One method of developing interest in drug abuse prevention and presenting basic facts is through the use of posters.

Poster tubes are available containing seven posters for various groups. Included are special posters for schools where the drug problem centers on heroin and other hard narcotics. All of the posters have been produced for display in schools and other sites that young people frequent.









Name _____

Street _____

City _____ State _____ Zip _____

This label will be used for return mail. Send to: POSTERS, National Clearinghouse for Drug Abuse Information, Box 1080, Washington, D. C. 20013.

printed materials present facts in depth

A variety of printed material is available for general, youth, and adult audiences. They present in-depth factual information on drugs. The materials can be obtained by using the order blank at the end of this catalog, unless otherwise specified.

A FEDERAL SOURCE BOOK: ANSWERS TO THE MOST FREQUENTLY ASKED QUESTIONS ABOUT DRUG ABUSE is a useful summary of important facts about drugs, and includes special sections on marihuana, the hallucinogens, narcotics, sedatives, and stimulants, as well as a glossary of drug terms. It was produced jointly by the Departments of Health, Education, and Welfare, Defense, Labor, Justice, and the Office of Economic Opportunity.

SIX FLYERS — Marihuana, LSD, Stimulants, Sedatives, Narcotics, and Volatile Substances are flyers suitable for use in schools by both teachers and students and in the community. The flyers cover the physical and psychological effects of the drugs, recent research, and the drug laws. Three new flyers on Alcohol, Tobacco, and Drug Abuse in General will be available in the Summer of 1971.

special audience publications

SPANISH CARTOON BOOKLET — "Jukiado" is a cartoon booklet on heroin addiction in Spanish designed primarily for distribution in Puerto Rico. Write to JUKIADO, National Clearinghouse for Drug Abuse Information, 5454 Wisconsin Avenue, Chevy Chase, Maryland 20015.

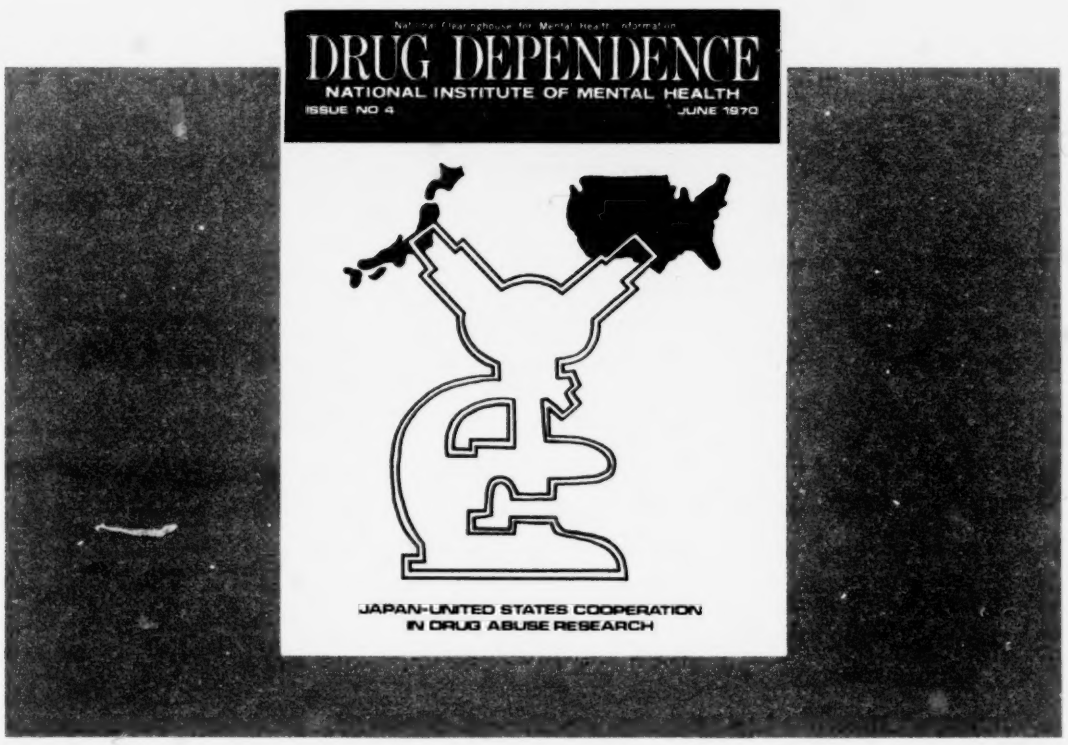
PASSAGES ON DRUGS FROM BLACK LITERATURE — A special series of 15 flyers has been produced for school children in inner-city schools. They contain short excerpts from important black literature (i.e. Manchild in the Promised Land, Autobiography of Malcolm X, Down These Mean Streets, and many others) that give first-hand accounts of drug abuse, particularly heroin addiction. Single sets are available for review and cases containing 50 each of all 15 flyers are available to groups serving the inner-city.

. . . publications continued

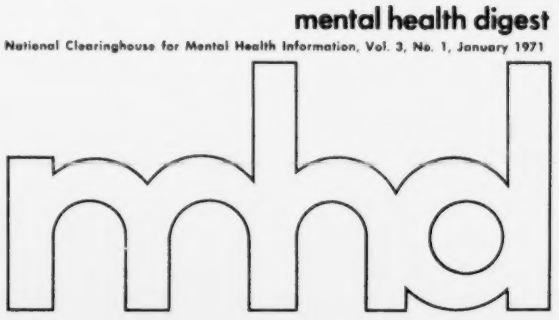
A LONG, DARK HALLWAY is an illustrated picture book for Mexican-American youngsters aged 7-14 containing information on the dangers of drug misuse. (Available Fall 1971)

information for the professional

DRUG DEPENDENCE, a quarterly journal, contains timely original articles of major importance in drug abuse research and education and recent bibliographies of new research. Its purpose is to facilitate the dissemination and exchange of information in the field of drug dependence and abuse and to provide abstracts of the current literature in that general field. The publication is distributed to individuals and institutions involved or interested in the field of drug addiction and related areas. Inquiries should be directed to: DRUG DEPENDENCE, National Institute of Mental Health, 5454 Wisconsin Avenue, Chevy Chase, Maryland 20015.



MENTAL HEALTH DIGEST, the Institute's monthly journal, carries regular articles on drug abuse. The DIGEST is a good means of keeping abreast of new developments in mental health fields and each month it carries listings of new NIMH materials. It is available on subscription only, $3.50 per year from the Superintendent of Documents, Washington, D.C. 20402.



materials for schools–help for teachers

The school system faces a challenge now, more than ever before. As drug abuse depicts itself as a symptom of the problems in the community, the teacher is often the first person who is asked questions and must provide answers about dangerous drugs. Most important, the information imparted must be factual.

RESOURCE BOOK FOR DRUG ABUSE EDUCATION — A collection of articles on drug abuse by outstanding educators and scientists, designed to provide a compact information guide for the teacher. (The TIME Magazine Guide to Drugs and the Young rates this as "the best collection of do's and don'ts for teachers . . . an absolute must for the teacher or administrator.")

SELECTED SAMPLE CURRICULA for drug abuse education that have been developed by local school systems have been reprinted. The curricula illustrate innovative techniques used by professionals in different parts of the country. They are available from CURRICULA, National Clearinghouse for Drug Abuse Information, 5454 Wisconsin Avenue, Chevy Chase, Maryland 20015.

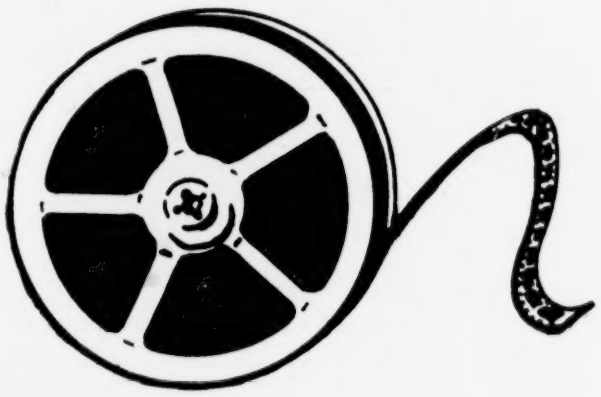
SINGLE CONCEPT FILMS — A series of nine, five-minute films discuss the general drug scene and different types of drugs. They are suitable for high school audiences and may be shown individually or in a series. One film illustrates drug use and misuse in general. The others deal with Narcotics, Marihuana, Hallucinogens, Stimulants, Sedatives, Volatile Substances, Alcohol, and Tobacco. Accompanied by information flyers, the films serve as a unit which can be the core of a drug abuse curriculum. (Available Summer 1971)

ELEMENTARY SCHOOL EDUCATION PACKETS — Two new complete packets will be available for use in elementary schools (grades 4, 5, and 6). Each packet contains a 12-15 minute color film (or 35 mm filmstrip and record if preferred), coloring books, picture books, posters, pamphlets, and teacher's manual. (Available Summer 1971)

WHAT DO DRUGS DO? is an elementary school film divided into six, two-minute segments designed to stimulate discussion. The film covers such basic questions as: What is a drug; what is a good or bad drug; and what is a habit?

ALICE: DRUGS THROUGH THE LOOKING GLASS capitalizes on characters from Alice in Wonderland to describe the dangers of drug abuse. Alice is seen touring a strange land where everyone has chosen drugs. She concludes that drug abuse is senseless.

THE SOCIAL SEMINAR—EDUCATION, DRUGS, AND SOCIETY — A 12-part filmed training course for use in in-service training programs, including educational and closed-circuit television for teachers, teacher trainees, counselors, school administrators, and related education personnel. The course provides information about drugs of all kinds and their impact upon people and society. Actual demonstrations of effective classroom techniques in counseling and in teaching young people about drug use are included. Film guides accompany the course to stimulate discussion and provide suggestions for evaluation. (Available Fall 1971)



films for schools and adult groups

An effective means to present the facts about drugs is through the use of films and other audiovisual techniques. However, no one film can be used as the sole means of education. They are part of the education process and can most effectively be utilized as a springboard for discussion.

As the number of drug abuse films grows, it becomes increasingly important to evaluate films before they are integrated into drug education programs. When screening a film look for scientific accuracy of the material - misinformation, distortion of scientific data, inaccurate portrayal of drugs and their effects. Also consider the film's value as a learning tool, its credibility, timeliness, and its potential to educate.

THE DISTANT DRUMMER, a three-part color film series suitable for high school and adult audiences, presents a detailed account of current knowledge about narcotics and dangerous drugs. It begins with the legendary "highs" of 4,000 B.C. and ends with the addiction and psychedelic dilemmas of today. The Distant Drummer was originally produced for television and has been shown on prime time in major U.S. cities. Inquiries regarding television showings should be directed to Airlie Productions, George Washington University Medical Center, Warrenton, Virginia 22186.

HERE'S HELP is a color, 28-minute film appropriate for general audiences and television showings. It was produced on location at 11 different sites to show the broad range of treatment programs that are currently available. The central message of this film is that no single method of treatment works for all drug abusers, but various approaches work for different people. In short, there is help for the addict and drug abuser, through treatment.

ARE DRUGS THE ANSWER? is a 20-minute, color film featuring Dr. Allan Cohen, a former "disciple" of Timothy Leary, discussing the drug scene and his reasons for leaving it. The locale is a classroom setting in which Dr. Cohen answers the questions of high school students.

ANYTHING FOR KICKS portrays in filmograph technique the plight and eventual fate of a teenage couple who become addicted to heroin. Based on the actual words and experiences of the couple, this film dramatically provides an insight into the life style of the youthful, middle-class, suburban addict. It also sets the stage for youths and adults to discuss the problem.

A DAY IN THE DEATH OF DONNY B is a cinema verité, black and white, thought-provoking film that shows a typical day of a heroin addict in the inner-city. It confronts the viewer with an unflinching look at the eroded life of a young drug addict as he roams the streets of an urban ghetto. There is no narration in this film except

the outspoken voices of mothers, ex-addicts, policemen, clergy, storekeepers, and doctors who themselves live amidst the junkie scene. A haunting ballad rounds out the sound track on this film. "Donny B" is intended for use in inner-city schools to stimulate discussion about drug addiction.

TWO CENTRAL CITY DOCUMENTARIES -- In addition to "A Day in the Death of Donny B," NIMH has also underwritten two youth groups to produce their own documentaries on drug abuse in their cities.

> BLUE was produced by "The Sometimes Twelve" - a group of teenage summer aids working at NIMH. Their film follows a Washington, D. C., addict as he steals, cheats, and eventually dies from an overdose of heroin. (Available Summer 1971)
>
> SLOW DEATH was produced by the 12th and Oxford Street FilmMakers in Philadelphia. This film includes a prologue of the filmmakers discussing the merits of their effort. (Available Summer 1971)

These films are available on loan from the NIMH Drug Abuse Film Collection, Distribution Branch, National Audiovisual Center (GSA), Washington, D.C. 20409. Please use the tear-off request form to expedite processing and allow as much time as possible for scheduling. A choice of dates must be given.

The films are also available for sale from the Sales Branch, National Audiovisual Center (GSA), Washington, D.C. 20409.

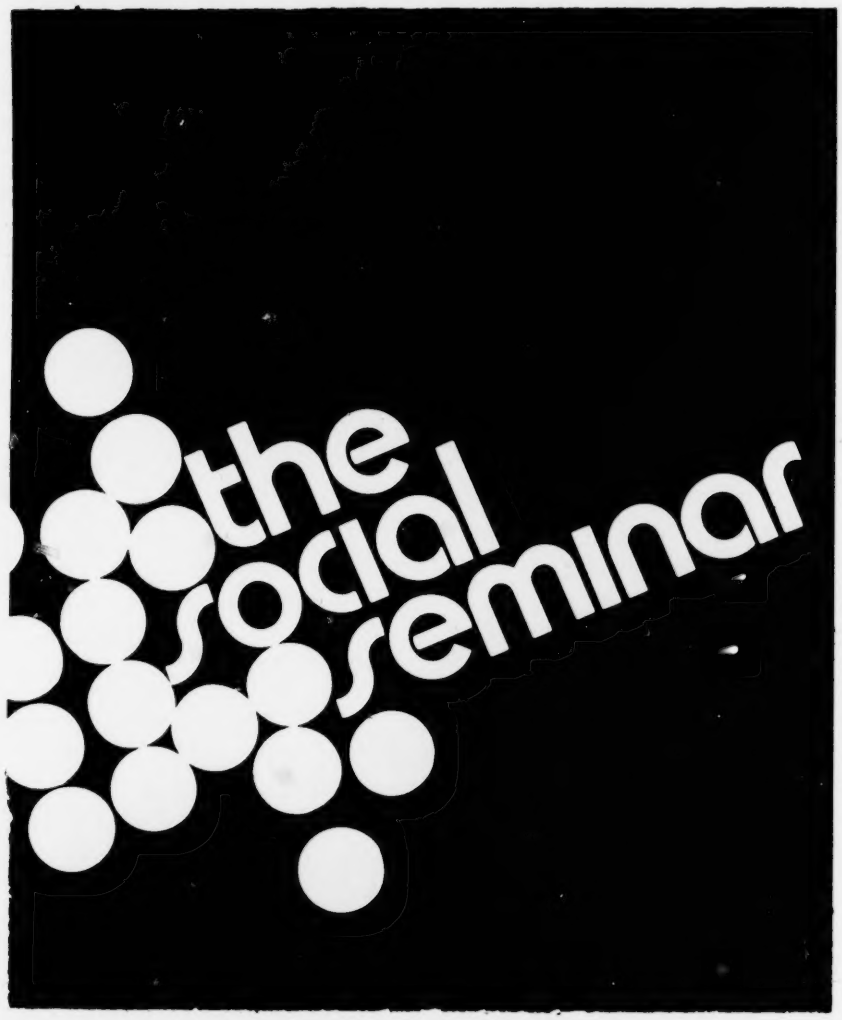
> Distant Drummer — $74.75 for each of the 22-minute versions and $153.00 for the 45-minute combination.
>
> Here's Help — $96.25
>
> Are Drugs the Answer? — $80.00
>
> Anything for Kicks — $37.25
>
> A Day in the Death of Donny B — $27.00

ADULT AWARENESS AND TEACHER SENSITIVITY FILMS — Two, 15-minute, color films which are designed to sensitize parents and teachers to their own emotions - both negative and positive - about drug abuse. The films contrast the various attitudes of teachers, parents, and teenagers toward the misuse of drugs. The problems of communication between adults and teenagers on this emotion-laden subject are explored. Positive ways of effective, factual communication are stressed. The films are for use in discussion groups and training programs. (Available Fall 1971)

special projects

HOW WAS THE TRIP? — A play on drug abuse to stimulate community awareness and understanding of the problem. The play deals with both the cause and effect of drug use as it pertains to family relationships. A booklet containing a guide to production of the play, the script, and suggestions for organizing audience participation discussions is available from PLAY, National Clearinghouse for Drug Abuse Information, 5454 Wisconsin Avenue, Chevy Chase, Maryland 20015.

CUMMINGTON, USA: A COMMUNITY AT THE CROSSROADS. A DRUG EDUCATION SIMULATION — A 2 to 5-hour game-simulation of a community's response to the problem of drug abuse enforcement and rehabilitation. It is intended for use primarily by teachers, other school personnel, and students, but may also be played by community groups interested in encouraging discussion on drug abuse prevention and education. A simulation is a representation of reality in which participants assume roles that are assigned to them and through a series of scheduled meetings attempt to define the nature and extent of the problem and the goals of the community for dealing with that problem. A kit containing a trainer's manual, players' manuals, orientation films, and a programmed instruction course on drugs and their effects will be available in the Summer of 1971.



available soon

A complete multi-media package has been assembled including a programmed textbook to cover factual information, shorter discussion films with programmed discussion guides, and a simulation program for learning through role playing.

As a unit, the 6 1/2 hours of film provide a comprehensive background for the teacher who faces drug abuse education in the school. Individually, several of the films and the related material are important for parents, community leaders and anyone who deals with young people.

It will be available after September 1971.

NATIONAL CLEARINGHOUSE FOR DRUG ABUSE INFORMATION

The President announced in March 1970 the creation of a single Federal resource to serve as a focal point for public inquires - the National Clearinghouse for Drug Abuse Information.

The Clearinghouse is operated by the National Institute of Mental Health, DHEW, in cooperation with the Department of Justice's Bureau of Narcotics and Dangerous Drugs and other Federal agencies in a coordinated effort directed by the White House Committee on Drug Abuse.

publications distribution

Several publications on the nature and extent of drug abuse are currently available, including the Federal Source Book: Answers to the Most Frequently Asked Questions About Drug Abuse. The Federal Source Book was produced by the several Federal agencies concerned with different aspects of drug abuse.

Educational materials, selected school curricula, bibliographies, film guides, and catalogs are also being produced for teachers and community leaders, who are responsible for informing others about the dangers of drug abuse.

Single copies of Clearinghouse publications are provided without charge. Bulk quantities are available at a 25 percent discount for orders of 100 or more copies from the U. S. Government Printing Office.

information storage and retrievals

Data on school, community, local State and Federal government drug abuse programs are entered into a computer data bank. Information is retrieved on request from drug abuse program directors, teachers, school curricula supervisors, community organizers, and others establishing and maintaining drug abuse prevention and rehabilitation programs.

Information resources such as articles, books, films, and other media are abstracted and placed in a special computerized information system. Listings and topical bibliographies can be produced on special areas.

referral

Inquiries of a specialized nature are referred to appropriate Federal and non-Federal agencies. The agencies cooperating in the establishment of the Clearinghouse, each with an interest in controlling drug abuse, are: Department of Defense; Department of Justice; and the Office of Economic Opportunity; as well as the Office of Education and other programs in the Department of Health, Education, and Welfare.

loan request form

Fill out this form and mail it to:

NIMH Drug Abuse Film Collection
Distribution Branch
National Audiovisual Center (GSA)
Washington, D.C. 20409

ANYTHING FOR KICKS—8 min., color, 16mm., sound
Viewing Dates:_____ 1st choice;_____ 2nd choice;_____ 3rd choice

ARE DRUGS THE ANSWER?—20 min., color, 16mm., sound
Viewing Dates:_____ 1st choice;_____ 2nd choice;_____ 3rd choice

A DAY IN THE DEATH OF DONNY B—15 min., black and white, 16mm., sound
Viewing Dates:_____ 1st choice;_____ 2nd choice;_____ 3rd choice

HERE's HELP—28 min., color, 16mm., sound
Viewing Dates:_____ 1st choice;_____ 2nd choice;_____ 3rd choice

DISTANT DRUMMER SERIES:

FLOWERS OF DARKNESS—22 min., color, 16mm., sound
Viewing Dates:_____ 1st choice;_____ 2nd choice;_____ 3rd choice

A MOVABLE SCENE—22 min., color, 16mm., sound
Viewing Dates:_____ 1st choice;_____ 2nd choice;_____ 3rd choice

BRIDGE FROM NO PLACE—22 min., color, 16mm., sound
Viewing Dates:_____ 1st choice;_____ 2nd choice;_____ 3rd choice

THE DISTANT DRUMMER (Flowers of Darkness and A Movable Scene combined in one film)—45 min., color, 16mm., sound
Viewing Dates:_____ 1st choice;_____ 2nd choice;_____ 3rd choice

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order form

CHECK HERE FOR SINGLE COURTESY COPIES OF THE MATERIALS

TITLE	ADDITIONAL INFORMATION
___ Marihuana: Some Questions and Answers	Also available from the Superintendent of Documents, PHS 1829, 10¢, $6.75/100
___ LSD: Some Questions and Answers	Also available from the Superintendent of Documents, PHS 1828, 10¢, $5.50/100
___ Stimulants: Some Questions and Answers	Also available from the Superintendent of Documents, PHS 2097, 10¢, $6.75/100
___ Sedatives: Some Questions and Answers	Also available from the Superintendent of Documents, PHS 2098, 10¢, $5.50/100
___ Narcotics: Some Questions and Answers	Also available from the Superintendent of Documents, PHS 1827, 10¢, $5.50/100
___ Volatile Substances: Some Questions and Answers	Also available from the Superintendent of Documents, PHS 2150, 10¢.
___ Resource Book for Drug Abuse Education	Also available from the Superintendent of Documents, PHS 1964, $1.25
___ A Federal Source Book: Answers to the Most Frequently Asked Questions About Drug Abuse	Also available from the Superintendent of Documents (Dept. D), 25¢, $18.75/100
___ Passages on Drugs from Black Literature (1 each of 15 flyers)	Also available from the Superintendent of Documents, PHS 2089, 75¢

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Public Health Service Publication No. 2155

Printed March 1971

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